

# **EXHIBIT A**

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*Attorneys for Plaintiffs*  
ERIC MENDEZ and the proposed class

**UNITED STATES DISTRICT COURT**  
**SOUTHERN DISTRICT OF CALIFORNIA**

ERIC MENDEZ, individually and on  
behalf of a class of similarly situated  
individuals,

Plaintiff,

v.

PRICE SELF STORAGE  
MANAGEMENT, INC.,

Defendant.

Case No. 3:15-cv-02077-AJB-JLB

**DECLARATION OF ATTORNEY  
STEVEN WOODROW IN SUPPORT OF  
MOTION FOR AND MEMORANDUM OF  
POINTS AND AUTHORITIES IN  
SUPPORT OF FINAL APPROVAL OF  
CLASS ACTION SETTLEMENT**

Hearing Date: August 22, 2016  
Time: 3:00 p.m.

The Honorable Anthony J. Battaglia

I, Steven Woodrow, on oath declare as follows:

1. I am a partner with the law firm of Woodrow & Peluso LLC. I am one of the attorneys in the above-captioned matter who has been appointed as Co-Lead Settlement Class Counsel. I am over the age of 18 and can competently testify to the matters set forth below.

2. Woodrow & Peluso, LLC is a law firm based in Denver, Colorado that specializes in consumer class actions and has litigated and settled numerous TCPA

1 text messaging class actions.

2 ***Settlement Negotiations and the Agreement to Leave the Issue of Fees to the***  
3 ***Court***

4 3. Plaintiff Mendez filed his Class Action Complaint in the United States  
5 District Court for the Southern District of California on September 17, 2015  
6 alleging violations of the TCPA.

7 4. After Plaintiff Mendez filed his initial Complaint, both Parties,  
8 engaged in frank settlement discussions that included the disclosure of relevant  
9 information regarding the size and scope of the class.

10 5. Following the discussions, counsel engaged in informal discovery  
11 which allowed Plaintiff to determine the size of the potential Class and to evaluate  
12 the probability of success and the value of the claims in question.

13 6. Following the informal discovery period, both Parties agreed to  
14 mediate the case in Denver, Colorado. The mediation was conducted on January 5,  
15 2016 in Denver, Colorado and was overseen by the Honorable Matthew Railey  
16 (Ret.) of Judicial Arbitration Group.

17 7. The Parties, following extensive discussions facilitated by Judge  
18 Railey, reached a Settlement Agreement.

19 8. Only after the Settlement was agreed upon in principle with respect to  
20 the relief to be made available to the Settlement Class Members did the Parties  
21 negotiate for reasonable attorneys' fees for Class Counsel and an appropriate  
22 incentive award for Plaintiff Mendez.

23 9. Pursuant to the Settlement, all payments made will come from the  
24 Settlement Fund, including: (1) the payment of all claims, (2) all administrative,  
25 notice, and claims expenses (the "Settlement Administration Costs"), (3) the  
26 incentive awards to the Class Representatives ("Incentive Award"), and (4) any  
27 award of reasonable attorneys' fees and reimbursement of expenses ("Attorneys'  
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1 Fees and Costs”) as approved by the Court.

2 11. In addition to the monetary relief to the Class Members, PSS has also  
3 agreed to take action to prevent such unlawful actions to continue in the future.  
4 Namely, it will use commercially-reasonable efforts to honor requests from  
5 customers to stop or opt-out of receiving text messages from the company for a  
6 period of six (6) months from the Effective Date. In reality, PSS already addressed  
7 this issue and stopped such text messages after this litigation was initiated.

8 12. Following the Court’s granting of preliminary approval, both Parties,  
9 with the assistance of professional settlement administrator Kurtzman Carson  
10 Consultants LLC (“KCC”), began constructing and implementing a Notice Plan,  
11 including direct mailing notice to all Class Members.

12 13. After the Notice was mailed the Parties were concerned by the initial  
13 response that the claims rate would be too low. To address this, Settlement Class  
14 Counsel’s law firm obtained the list cellphone numbers from the Settlement  
15 Administrator and began calling every settlement class member to inform him/her  
16 of their legal rights under the agreement. Each Class Member who had yet to file a  
17 claim was called at least twice. This extra effort increased the claims rate to the  
18 present 18.73%, which is undoubtedly high for a TCPA class action, or even  
19 consumer class action settlements more generally.

20 14. On July 1, 2016 Class Counsel filed a motion seeking approval of the  
21 incentive award and for reasonable attorneys’ fees. In accordance with the  
22 Settlement Agreement and the PAO, Class Counsel posted an electronic copy of  
23 their motion for reasonable attorneys’ fees on Class Counsel’s website as well.

24 15. A true and accurate copy of Woodrow & Peluso, LLC Firm Resume, is  
25 attached as Exhibit 1.

26 I declare under penalty of perjury that the foregoing is true and correct and  
27 that this declaration was executed in Denver, Colorado, on August 4, 2016.  
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/s/ Steven L. Woodrow  
Steven L. Woodrow

# **EXHIBIT 1**

## **WOODROW & PELUSO, LLC FIRM RESUME**

WOODROW & PELUSO, LLC (“Woodrow & Peluso” or the “firm”) is a plaintiff’s class action and commercial litigation firm based in Denver, Colorado. The firm files cases across the Country.

Our attorneys have over a decade of experience successfully representing consumers and small businesses in matters nationwide. From litigation under the Telephone Consumer Protection Act, 47 U.S.C. § 227 *et seq.*, to cases enforcing the rights of job applicants and employees under the Fair Credit Reporting Act, 15 U.S.C. § 1681 *et seq.*, to appeals of first impression, our lawyers have litigated and favorably resolved numerous legal disputes to the satisfaction of our clients. At Woodrow & Peluso, LLC, we take special pride in the quality of our work product and strive tirelessly to achieve the best results for every client. Descriptions of our three primary practice areas—(1) Consumer Class Actions, (2) Commercial Litigation, and (3) Appeals—and key personnel follow.

### **OUR PRACTICE AREAS**

#### **1. CONSUMER CLASS ACTIONS**

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The majority of the firm’s caseload focuses on consumer class actions. These cases include class actions alleging violations of statutes, such as the Fair Credit Reporting Act, the Telephone Consumer Protection Act, and the Truth-in-Lending Act, as well as class actions challenging systematic breaches of contract and advancing other common law theories.

##### **TCPA Class Actions**

Since opening the firm’s doors, Woodrow & Peluso attorneys have focused on litigating class actions challenging violations of the Telephone Consumer Protection Act. To date we have filed, prosecuted, and resolved using various settlement models TCPA cases against major corporations and entities including J.B. Hunt, Altisource, Acurian, Price Self Storage, Local Lighthouse, Global Marketing Research Services, Geekatoo, and the University of South Carolina, among others. Our firm’s attorneys have substantial experience prosecuting such claims, including class actions challenging the unlawful transmission of text messages, the sending of unlawful facsimiles, the placement of “robocalls” featuring a pre-recorded voice to residential landline phones, and the use of automatic telephone dialing systems, including predictive dialers, to call consumer cell phones.

Notable TCPA cases and settlements include:

- *Martin et al. v. Global Marketing Research Services, Inc.*, 6:14-cv-1290-ORL-31-KRS (M.D. FL) (Woodrow & Peluso appointed co-lead Settlement Class Counsel in settlement creating \$10 million fund for class of 688,500 cellphone users) (preliminary approval granted March 29, 2016);
- *Mendez v. Price Self Storage Management, Inc.*, 3:15-cv-02077-AJB-JLB (S.D. CA) (Woodrow & Peluso appointed co-lead Settlement Class Counsel in TCPA settlement

providing option of \$750 cash or \$1,100 in storage certificates) (preliminary approval granted (May 13, 2016).

Further, while a Partner with his prior law firm, Woodrow & Peluso attorney Steven Woodrow was appointed interim co-lead class counsel in a TCPA class action against Nationstar Mortgage, LLC (*see Jordan et al v. Nationstar Mortgage LLC*, 3:14-cv-00787-WHO) and led TCPA litigation that resolved favorably against Bankrate Inc., and Carfax.com. Mr. Woodrow was also involved in the TCPA settlement reached in *Weinstein v. The Timberland Co. et al.* (N.D. Ill.), a text messaging class action featuring 40,000 unauthorized messages, and was part of the appellate strategy team that secured the landmark decision in *Satterfield v. Simon & Schuster, Inc.*, 569 F.3d 946 (9th Cir. 2009), the first federal appellate decision to affirm that text messages are covered as “calls” under the TCPA.

### **FCRA Class Actions**

The second sub-focus within the firm’s class action practice consists of cases under the Fair Credit Reporting Act (“FCRA”), which regulates the procurement and use of consumer reports by employers when they make hiring/firing/pay decisions. To date, the firm has successfully represented clients in putative class actions against Terminix, ServiceMaster, TrueBlue Inc./Labor-Ready Mid-Atlantic, FedEx, Tyler Staffing Services, Inc., Great Lakes Wine & Spirits, World Emblem, Inc., Freeman Webb, Inc., and others.

### **Banking and Financial Institutions Class Actions**

Our attorneys have substantial experience representing consumers in class action litigation involving national banking associations and other financial institutions. Meaningful representations include:

- *Schulken v. Washington Mut. Bank*, No. 09-CV-02708-LHK, 2012 WL 28099, at \*15 (N.D. Cal. Jan. 5, 2012). Attorney Steven Woodrow secured prior firm’s appointment as Class Counsel from Judge Lucy Koh in class action challenging JPMorgan Chase Bank, N.A.’s suspension of former WaMu home equity line of credit accounts. Case settled with Mr. Woodrow’s appointment as co-lead settlement class counsel.
- *In re JPMorgan Chase Bank, N.A. Home Equity Line of Credit Litigation*, MDL No. 2167. Attorney Steven Woodrow helped secure transfer by the Judicial Panel on Multidistrict Litigation to the Northern District of Illinois and appointment of prior firm as interim class counsel. Attorney Woodrow also negotiated and was also appointed co-lead settlement class counsel in settlement projected to restore between \$3 billion - \$5 billion in credit to affected borrowers in addition to cash payments.
- *Hamilton v. Wells Fargo Bank, N.A.*, 4:09-cv-04152-CW (N.D. Cal.). Attorney Steven Woodrow served as co-lead settlement counsel in class action challenging Wells Fargo’s suspensions of home equity lines of credit. Nationwide settlement restored access to over \$1 billion in credit



and provided industry leading service enhancements and injunctive relief.

- *In re Citibank HELOC Reduction Litigation*, 09-CV-0350-MMC (N.D. Cal.). Attorney Steven Woodrow was appointed interim co-lead counsel and settlement class counsel in class actions challenging Citibank's suspensions of home equity lines of credit. The settlement was estimated to have restored over \$650,000,000 worth of credit to affected borrowers.
- *Vess v. Bank of America, N.A.* 10cv920–AJB(WVG) (S.D. Cal.). Attorney Steven Woodrow negotiated class action settlement with Bank of America challenging suspension and reduction of home equity lines of credit.
- *Wigod v. Wells Fargo*, No. 10-cv-2348 (N.D. Ill.). Steven Woodrow secured the first appellate decision in the country recognizing the right of homeowners to sue under state law to enforce HAMP trial plan agreements. Attorney Steven Woodrow was appointed co-lead settlement counsel providing loan modifications and cash payments to affected borrowers.

### **General Consumer Protection Class Actions**

Woodrow & Peluso attorneys have additionally successfully prosecuted and resolved countless class action suits against other companies for a range of consumer protection issues. For example, Woodrow & Peluso filed the first class action in the Country to challenge the marijuana industry's use of certain allegedly dangerous fungicides and pesticides and were the first lawyers to bring class actions (against the Colorado Rockies Baseball Club and Kroenke Sports & Entertainment, LLC) seeking to enforce the Colorado Consumer Protection Act, § 6-1-718 *et seq.*, which prohibits owners of entertainment venues from imposing restrictions on the resale of tickets. The firm has also brought and litigated class actions against hospitals for their use of "chargemaster" billing rates and are presently engaged in litigation against Southwest Airlines related to its "Companion Pass" program.

Woodrow & Peluso LLC has also brought claims against major food manufacturers and distributors for falsely advertising certain products as "All Natural" and "Made in U.S.A." Our attorneys also have experience litigating class claims regarding missing or misappropriated "bitcoins." Woodrow & Peluso also brought the first class action in Colorado against cannabis growers for their use of unapproved and harmful pesticides.

## **2. COMMERCIAL LITIGATION**

As small business owners, we understand and appreciate the challenges that new companies face as they strive to make headway in the market. Our attorneys regularly counsel small businesses and have represented such companies in a wide range of general commercial litigation matters including partnership and business disputes, breaches of contracts and term sheets, and claims charging company managers and members of breach of fiduciary duty, breach of contract, fraud, and fraudulent/preferential transfer. We regularly advise clients on matters and

contracts involving millions of dollars, and our attorneys have successfully represented businesses and other entities in mediations, arbitrations, and trial.

### 3. APPEALS

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Our attorneys have substantial experience handling appeals at both the state and federal level. Representative appeals worked on predominately by our attorneys include:

- *Wigod v. Wells Fargo Bank, N.A.*, 673 F.3d 547 (7th Cir. 2012). Attorney Steven Woodrow briefed and argued this appeal resulting in the first federal appellate decision holding that banks may be sued under state law for violations of the federal government's Home Affordable Modification Program. The opinion has been cited over 1,300 times by courts, litigants, and commentators throughout the Country and is widely regarded as the leading authority on the rights and obligations of HAMP servicers and borrowers.
- *Robins v. Spokeo*, 742 F.3d 409 (9th Cir. 2014). Attorney Steven Woodrow argued a federal appeal reversing dismissal and upholding consumer rights under the Fair Credit Reporting Act against one of the nation's largest online data aggregators regarding whether a plaintiff who does not suffer tangible pecuniary loss may still show legal harm to satisfy Article III standing. The case is currently pending before the United States Supreme Court and has been frequently reported on as one of three major class action issues presently on the Supreme Court's docket.
- *Equity Residential Properties Mgmt. Corp. v. Nasolo*, 364 Ill. App. 3d 26, 28, 847 N.E.2d 126, 128 (2006). Attorney Steven Woodrow helped author the winning brief in this landmark landlord/tenant appeal defining the requirements for constructive service and due process for Illinois evictions under the Illinois Forcible Entry and Detainer Act. 735 ILCS 5/9–107 *et seq.*
- *Fuentes v. Kroenke Sports & Entertainment, LLC*, Case No. 2014CV32619. Woodrow & Peluso appealed grant of summary judgment in favor of defendant finding that the Colorado Consumer Protection Act, 6-1-701 *et seq.* does not allow for class actions. Case settled prior to the resolution of the appeal.

### OUR ATTORNEYS

At present, our firm consists of 2 attorneys whose relevant experience is set forth below.

**STEVEN LEZELL WOODROW** has over a decade of experience advising consumers and small businesses in high stakes litigation.

Steven briefed and delivered the winning argument in the landmark federal appellate court decision *Wigod v. Wells Fargo Bank, N.A.*, 673 F.3d 547 (7th Cir. 2012) holding banks accountable for violations of the federal Home Affordable Modification Program. The opinion is widely regarded as the leading authority on the rights and obligations of HAMP servicers and borrowers. Steven also delivered the winning oral argument in *Robins v. Spokeo*, 742 F.3d 409 (9th Cir. 2014), a federal appeal upholding consumer rights under the Fair Credit Reporting Act against one of the nation's largest online data aggregators. The case is presently set for argument before the United States Supreme Court.

Mr. Woodrow was appointed lead class counsel in litigation against JPMorgan Chase Bank, N.A. challenging the bank's 4506-T HELOC suspension program and was appointed lead settlement class counsel in other HELOC suspension litigation against Wells Fargo Bank, N.A., Citibank, N.A., Chase, Bank of America, N.A. and PNC Bank.

Mr. Woodrow also led the legal team that secured a preliminary injunction freezing the U.S. assets of Mark Karpeles, the former head of the failed Bitcoin exchange known as Mt. Gox, as well as an order compelling Mr. Karpeles to personally appear in the United States for a deposition in connection with Mt. Gox's Chapter 15 bankruptcy case in Dallas Texas.

Steven has also litigated putative class actions under the Telephone Consumer Protection Act, and courts have appointed him to serve as class counsel in nationwide settlements against cellphone companies, aggregators, and mobile content providers related to unfair billing practices, including *Paluzzi v. Cellco Partnership*, *Williams v. Motricity, Inc.*, and *Walker v. OpenMarket Inc.*

Steven has also served as an Adjunct Professor of Law at the Illinois Institute of Technology Chicago-Kent College of Law, where he co-taught a seminar on class actions. Prior to founding Woodrow & Peluso, Steven was a partner at prominent class action technology firm in Chicago.

Before that, he worked as a litigator at a Chicago boutique where he tried and arbitrated a range of consumer protection, landlord tenant, and real estate matters.

## **EDUCATION**

Chicago-Kent College of Law, J.D., High Honors, 2005

The University of Michigan—Ann Arbor, B.A, Political Science, *with Distinction*, 2002

## **ADMISSIONS**

State of Colorado (2011)

State of Illinois (2005)

United States Court of Appeals for the Seventh Circuit

United States Court of Appeals for the Ninth Circuit

United States District Court, District of Colorado

United States District Court, Northern District of Illinois

United States District Court, Eastern District of Michigan

United States District Court, Western District of Michigan

**PATRICK H. PELUSO** specializes in plaintiff-side consumer class actions.

With a true passion for protecting consumers and their rights, Patrick aggressively pursues class action lawsuits against companies who violate those rights.

Through these lawsuits, he is able to force law-breaking companies to compensate the people they have harmed and correct their future practices. Patrick possesses the skills, strategic vision, and moxie to achieve excellent results for the people he represents. He has experience working with a broad range of consumer protection laws including the Fair Credit Reporting Act, the Telephone Consumer Protection Act, and various state consumer protection and consumer fraud statutes.

Patrick received his law degree from the University of Denver, Sturm College of Law where he was Editor-in-Chief of an academic journal. During law school, Patrick worked with a leading consumer class action law firm and held legal internships with a federal administrative judge and the legal department of a publicly traded corporation. Before law school, Patrick attended New York University, where he graduated with a B.S. and played on the school's club baseball team.

Patrick grew up in Baltimore, Maryland and now resides in Denver, Colorado.

#### **EDUCATION**

University of Denver, J.D. 2014

New York University, B.S.

#### **ADMISSIONS**

State of Colorado (2014)

United States District Court, District of Colorado